section acquires through the network profile data of each node user through each node and analyzes the profile data in order to mediate through the network between each node user and each system user according to the profile data to help exhange information through the network".

In contradistinction, the primary reference WONG is completely different in objects, structure and functions. He connects the clients 38 to the network, and a medical image server 12 to the network. All of the other components are connected to the server 12, not directly to the network. Thus, all of the information are directed to the server 12 before interconnecting through the network to the clients 38.

On the other hand, our "service section" is connected to the "network" as are the "plurality of nodes" and the "terminal devices" In contrast; Wong's equivalent to the terminal devices would be connected to the server 12 not directly to the network 36.

Accordingly, even if extended, Wong would not make obvious the recited invention of claims 40-62. Clearly, Wong does not anticipate under 102 the invention as recited in claims 40-62.

The secondary references Dahlen, Eldering, Klemets, Park clearly do not having any teaching which combined with the primary reference Wong would make obviousthe above discussed features of our inventionu as now recited in the new claims 40-62.

None of these references employes the interconnection to the "network" of the "service section" "plurality of nodes" and "plurality of terminal devices for users" wherein the "service

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section acquires profile data of each node user through each

ndoe and analyzes the profile data in order to mediate between

eahc node and user according oto the profile data to help

exchange information". The nodes have allocated specific addresses

which are unique within the network.

Dahlen teaches delivery of advertisement to individualized

users. But, he does not teach or make obvious the features dis-

cussed above.

Elderling teaches having the provider server transmit cor-

relation results along with fee to the opportunity provider. But,

that does not teach or make obvious the above recited features of

our invention.

Klemet teaches interleaves multimedia streams for synchro-

nized transmission over a computer network. But, that is nowhere

close to our discussed features.

Park teaches rating of internet TV audiences by receiving

internal email generated by the different sets. Clearly, this

is nowhere close to our above discussed inventive features.

Moreover, no proper combination of the above Primary REfernece

and Secondary references, would teach or anticipate under 102

nor make obvious under 103 the instant invention. The foregoing

features discussed above with reference to main claim 40 are just

not taught or even hinted at by any of the cited refereces. Thus,

even if extended, there is no way our invention would be made

obvious.

The inventors wish to add the following technical comments:
"The service section of our invention automatically acquires and
analyzes profile data including dynamic audience action of each
node user that changes with the lapse of time, such as tendency
to watch specific TV programs and historical record of operation
of a remote controller and the like, and delivers information data
personalized for each node user on the basis of the dynamic profile
data"

"On the other hand, Wong discloses nothing about automatically
acquiring and analyzing profile data including dynamic audience
action of each node user that changes with the lapse of time such
as tendency to watch specific TV programs and historical record
of operation of a remote controller and theelike, and delivering
information personalized for each node user on the basis of the
dynamic profile data, as recited in our claims."

"In our invention, limit of profile data disclosure is provided
at the node itself which is provided at the user side for providing
user privacy."

"In contrast, Wong's object server checks whether or not the
user is authorized to access the requested data. However, he does
not disclose limit of profile data discloser to protect user privacy."

"Also, Wong uses a passworddthat is changed in a predetermined
cycle as dynamic data. But, this is not anywhereeclose to our
acquiring tendency to watch specific programs and historical record
of operation of a remote controller, which are selective actions
based on a user's actions, as dynamic data."

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"In further contrast, Dahlen relates to a narrowcast and a mechanism for individualizing broadcast information and advertisement and sending the individualized broadcast information and advertisement to each user through a data network. However, Dahlen has no description about delivering information data personalized for each node user on the basis of dynamic profile data,as doneiin our invention"

"Also, in our invention the service section automatically sends advertisement or information content irrespective of the user's selection on basis of broadcast content that the user is watching.'

"In contrast, in Dahlen, the user must select information to be received by the user.."

"Furthermore, we can acquire and analyze audience rating according to the record of the user access to broadcast content."

" In contrast, Dahlen searches user preference stored in a data source in order to determine what should be delivered to the user. But, such user preference stored in the data source is not described as the result of acquiring and analyzing audience rating according to the record of the user access to broadcast content as in our invention".

" In further contrast, Eldering relates to a system of determining advertisement fee to be paid by an advertiser, by bid, and is totally different from a system of billing according to record of data on access to the advertisement content, as in our invention".

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"Each node in our invention transmits record of data on access to advertisement contents to the service section in response to a transmission request so that the service section can perform billing or measurement of advertisement effectiveness."

"In contrast, Edering only disscloses that the content or opportunity provider delivers advertisement itself to the user when the bid is completed."

"It is difficult to think of the specific structure and effects of our invention on the basis of the contents of the description in Dahlen and Eldering references. The objects, structuress and functions and results are completely different from our invention. Andnno combination of Wong, Edering and Dahlen would make obvious our invention."

"In further contrast, Klemets relates to synchronized transmission of interleaved multimedia stream over a computer network and a technique of adding time stamps necessary for interleaving video or audio strems. Also, the production station necessarily acquires video or audio input for analyzing and interleaving frames."

"Adding time stamps to and storing received output signals from the remote controllers as data on historic records of operation and data on programs that user watched, cannot be easily thought of on the basis of the disclosures of Wong and Klements. The objects, structures, and functions as well as results are completely different from our invention".

"Turning to Park, there is an assumption that a television

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is an internet television having a function of sending e-mail directly. We consider it difficult to think of the structure and effects of our invention from the disclosure of Park singly or combied with Wong, Klemets and Dahlen."

" In regard to the other combinations of the references Wong, Dahlen, Eldering, and Park, we think that even when the references are combined in different combinations, there would still be lacking sufficient teaching to make our claimed invention obvious. There would still be missing the applicant's objectives, structures, functions and outstanding reults."

"Thus, we believe our invention is completely different from the combined prior art and is patentable."

In view óf the foregoing, reconsideration and allowance are respectfully solicited.

Respectfully

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